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Date: April 23, 2010

Name: John G. Rauch

Signature: John G. Rauch

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Dominic Dough-Ming Chung, et al.

Appln. No.: 09/922,028

Filed: August 3, 2001

For: SYSTEM AND METHOD FOR
PROVIDING PLACE AND PRICE
PROTECTION IN A SEARCH
RESULT LIST GENERATED BY
A COMPUTER NETWORK
SEARCH ENGINE

Examiner: Ella Colbert

Art Unit: 3696

Confirmation No.: 9269

Attorney Docket No: 9623-329 (Y00545US06)

TENTH SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Mail Stop RCE
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

This application claims priority under 35 USC §120 to the following United States patent applications: 09/911,674 and 09/322,677. In accordance with 37 CFR §1.98(d), copies of the references cited herein which were submitted to, or cited by, the office, in compliance with 37 CFR §1.98(a)-(c) in the earlier application are not provided herewith. The Examiner is directed to those references cited in all Information Disclosure Statements filed in the priority United States patent applications cited above in addition to the references cited herein.

In accordance with the duty of disclosure under 37 CFR §1.56 and §§1.97-1.98, and more particularly in accordance with 37 CFR §1.97(b), Applicant hereby cites the following reference(s):

U.S. PATENT DOCUMENTS		
DOCUMENT NO.	DATE	NAME
US 6,243,691 B1	06/05/2001	Fisher, et al.
US 2006/0253434 A1	11/09/2006	Beriker, et al.
US 7,043,450 B2	05/09/2006	Velez, et al.
US 7,225,151 B1	05/29/2007	Konia

FOREIGN PATENT DOCUMENTS		
DOCUMENT NO.	DATE	COUNTRY
WO 01/01217	01/04/2001	WIPO

OTHER ART – NON PATENT LITERATURE DOCUMENTS
JimTools.com, <i>GoTo.com Keyword Wizard</i> , web page from http://jimtools.com , published 1999, 2000, 2 pages, archived at http://web.archive.org .
Woodhead, R., web pages from http://selfpromotion.com/ , published 1997-2000, 66 pages, archived at http://web.archive.org .
RocketLinks.com, web pages from http://www.rocketlinks.com , published 1999, 6 pages, archived at http://web.archive.org .
Web Site Publicity, Inc., web pages from http://www.websitepublicity.com , published 1999, 2000, 2001, 6 pages.
Huhns, M. et al., "Online Auctions," <i>IEEE Internet Computing</i> , May/June 1999, 3 pages.

Applicant is enclosing Form PTO-1449 (one sheet), along with a copy of each listed reference for which a copy is required under 37 CFR §1.98(a)(2). As each of the listed references is in English, no further commentary is believed to be necessary, 37 C.F.R. §1.98(a)(3). Applicant respectfully requests the Examiner's consideration of the above reference(s) and entry thereof into the record of this application.

By submitting this Statement, Applicant is attempting to fully comply with the duty of candor and good faith mandated by 37 CFR §1.56. As such, this Statement is not intended to constitute an admission that any of the enclosed references, or other

information referred to therein, constitutes "prior art" or is otherwise "material to patentability," as that phrase is defined in 37 CFR §1.56(a).

The Applicant or Applicants have calculated no fee to be due in connection with the filing of this Information Disclosure Statement. However, the Director is authorized to charge any fee deficiency associated with the filing of this Information Disclosure Statement to a deposit account, as authorized in the Transmittal accompanying this Information Disclosure Statement.

Respectfully submitted,

April 23, 2010

Date

/John G. Rauch/

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